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PTO/SB/21 (09-04)

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TRANSMITTAL  
FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission	Application Number	09/777,098
	Filing Date	February 5, 2001
	First Named Inventor	Robert Bernstein
	Art Unit	3622
	Examiner Name	Carlson, J.
	Attorney Docket Number	4707-81342

## ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
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<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Receipt Postcard
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<input type="checkbox"/> Certified Copy of Priority Document(s)		
<input type="checkbox"/> Response to Missing Parts/Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		
<b>Remarks</b>		
Applicant believes no fee is due, however if the Commissioner deems fee necessary, please charge deposit account No. 23-0920.		

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Welsh & Katz, Ltd.
Signature	
Printed name	Jon P. Christensen
Date	August 3, 2007
	Reg. No. 34,137

## CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Signature	
Typed or printed name	Gloria O'Bannon
Date	August 3, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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81342

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Robert Bernstein Art Unit: 3622

Serial No.: 09/777,098

Filed: February 5, 2001

For: METHOD AND APPARATUS FOR  
IDENTIFYING CUSTOMERS FOR  
DELIVERY OF PROMOTIONAL MATERIALS

Examiner: Carlson, J.

Attorney  
Docket No.: 81342

RESPONSE

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In reply to the Office Action of May 21, 2007, the applicant responds as follows:

The Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.